

**THE ATTRACTIVENESS, INFERENCES AND IMAGES  
OF WRITTEN ADVERTISEMENTS  
IN AUSTRALIAN MAGAZINES**

**A THESIS**

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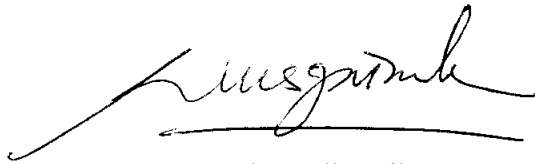
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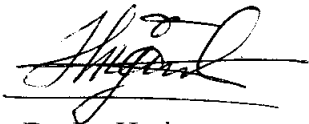
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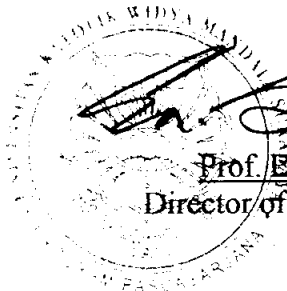
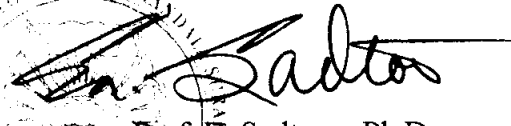
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## ABSTRACT

Tjitrakusuma, Nani Indrajani. (2004). *The Attractiveness, Inferences and Images of Written Advertisements in Australian Magazines*. Unpublished S2 thesis. Master in TEFL program of Surabaya Widya Mandala Catholic University.

Advisor: Prof. E. Sadtono, Ph.D.

Key words: text, verbal text, pictorial verbal text, image, inference, magazine, advertisement.

In real life, advertisements are available everywhere and it is a fact that corporations are able to persuade people to buy their products and have a good sale because of their advertisements. Therefore, in this study the writer is eager to find how the verbal and pictorial verbal texts in written advertisements could be attractive to and retained by consumers and what inferences and images the verbal and pictorial verbal texts of written advertisements convey.

This study is focused on the interpretation of the inferences based on pragmatics theories and the association of the verbal and pictorial verbal texts in written advertisements so that both the inferences and images of the written advertisements can be found.

Through the theory on model of international mass communication process, it is clear that advertising has objectives set by manufacturer or marketer as the advertiser. To inform the messages in the advertisement, advertising agency should encode the message and select mass media to carry the message to the viewers or readers who would think, feel and act on the stimulus. To achieve the objectives of selling the product, advertisers should be able to attract people's attention to read the advertisements, to convince them that the advertised products are the ones they need in their lives and finally to persuade them to buy the product. To achieve this purpose, the advertisers make use of the verbal and pictorial verbal texts in written advertisements.

Through the use of psychological theory on consumer behavior, it could be seen that in order to attract readers' attention, advertisers should pay attention to two major factors that affect attention, namely: personal or individual determinants and stimulus determinants.

This study is a content analysis and the approach is qualitative approach in which the researcher acts as the key instrument. The data analysis is based on interpretation. The inferences and images in the advertisements will be identified and qualitatively described and analyzed from the point of view of content analysis.

The subjects of this study are written colorful advertisements taken from various Australian magazines – *The Australian Women's Weekly*, *Woman's Day*, *Good Housekeeping*, *Family Circle*, and *Seventeen*. The advertisements are product advertisements, concerning the products of cosmetics, food, clothes, and dinnerware.

The procedures of data analysis involve collecting the data and analyzing the data using qualitative method and through the pragmatics theory, theories on Relevance Communication and Cognition, cultural values and advertising, and psychological theory on consumer behavior. Through the use of these theories, the writer is able to find out the inferences and images conveyed by the verbal and pictorial verbal texts of written advertisements.

To measure the validity of this study, the researcher uses triangulation which consists of combined level of triangulation and methodological triangulation, that is, within methods triangulation.

Through the analysis, it is found that the analyzed advertisements use personal or individual determinants of attention namely need or motivation, attitudes, and span of attention. Moreover, it is found that the advertisements also use stimulus determinants of attention which include the size, color, intensity, contrast, position, and isolation.

The aspects of persuasive styles of advertising discourse found in the analyzed advertisements include deviation, pronoun, polysemy / pun, metonymy, (pictorial) metaphor, and (pictorial) simile. However, parallelism and cohesive device could not be found in the analyzed advertisements because not all of the advertising discourse above would be used together in one advertisement; instead the advertisers could choose the appropriate ones based on their product types.

From the ten analyzed advertisements, it is found that the verbal and pictorial verbal texts of the advertisements could be attractive to and retained by the consumers because all of them had attention and retention getting aspects. Based on the findings, including the findings of the triangulation, advertisements could easily attract readers' attention and be retained in their memory because of the big size of the advertisement itself as a whole, the verbal texts/letters and the pictures. To make the advertisements retained in the readers' mind, besides using pictures, advertisers also used concrete words, mnemonic device and repetition.

Besides, it is found that all advertisements had inferences and images through the use of verbal and pictorial verbal texts in the advertisements. The inferences consisted of explication and implicature. The inferences were sometimes difficult to find, especially for Indonesian people because of the different cultural background. Moreover, people need to have the pragmatics knowledge, especially the discourse of advertising in order to understand inferences in advertisements.

The writer hopes that through this study, students of English Department would realize that advertisements contain a great deal of inferences - explicature and implicature and they would have better insights concerning advertisements so that they are able to give the right interpretation of the inferences and images found in the advertisements.

It is expected that this study would also give insights to English teachers in choosing materials. They could use advertisements as authentic additional materials in some classes such as pragmatics, reading, or writing - especially creative writing classes and train students to think critically.

Due to what has been found in this research, it is suggested that further research on other written advertisements such as from magazines, newspapers or leaflets could be conducted to find the discourse styles and other psychological processes for attracting attention and for getting retention that are not covered in the analyzed advertisements since it is impossible to find all of the aspects above in just a few advertisements. Besides, researches on other types of advertisements, such as leaflets or brochures concerning more on the pictures, colors and language would be advisable, especially on the pictorial metaphor, pictorial simile or the images.

It would also be advisable to conduct a further research on pragmatics to find out the meanings of the written advertisements and other research on discourse analysis to find out the other types of discourse except what has been found in written advertisements in magazines.

Another suggestion would be further research on oral advertisements which focuses more on the sound or oral language so that the detailed differences between oral and written advertisements could be compared.

As a conclusion, not all which are written or described in advertisements are true or really useful since advertisers usually manipulate the verbal texts through the use of advertising discourse in such a way that what could be seen from the outside are usually the positive sides of the products as the image only. Even the pictorial verbal texts are used to create good images about the product. Therefore, readers should be critical in reading advertisements.



## ABSTRAK

Tjitrakusuma, Nani Indrajani. (2004). *The Attractiveness, Inferences and Images of Written Advertisements in Australian Magazines*. Unpublished S2 thesis. Master in TEFL program of Surabaya Widya Mandala Catholic University.

Dosen Pembimbing: Prof. E. Sadtono, Ph.D.

Kata kunci: text, verbal text, pictorial verbal text, image, inference, magazine, advertisement.

Iklan banyak dijumpai dalam kehidupan sehari-hari dan telah nyata bahwa melalui iklan, para produsen mampu membujuk masyarakat untuk membeli produk mereka. Karena itu dalam penelitian ini penulis ingin menyelidiki bagaimana teks verbal dan verbal gambar dalam iklan tulis dapat menarik dan diingat konsumen dan makna tersirat serta image apakah yang terkandung dalam teks verbal dan verbal gambar iklan tulis.

Fokus penelitian ini adalah interpretasi dari makna tersirat berdasarkan pada teori pragmatik and asosiasi antara teks verbal serta verbal gambar dalam iklan tulis.

Dengan menggunakan teori model proses komunikasi massa, tampaklah bahwa iklan mempunyai objektif yang dibuat oleh produsen sebagai pemasang iklan. Untuk menginformasikan pesan yang ada dalam iklan kepada para pembaca agar mereka berpikir, merasakan dan bertindak atas stimulus yang diberikan, pencipta iklan harus menyandikan pesan dan memilih media massa yang akan memuat iklan tersebut. Agar dapat menjual produknya, pemasang iklan harus dapat menarik perhatian masyarakat agar mereka membaca iklan, meyakinkan mereka bahwa produk yang diiklankan adalah yang mereka perlukan dan akhirnya membujuk mereka untuk membeli produk tersebut. Untuk mencapai tujuan ini, pemasang iklan menggunakan teks verbal dan verbal gambar.

Melalui teori psikologi tentang perilaku konsumen, tampaklah bahwa agar pembaca tertarik, pemasang iklan harus memperhatikan dua faktor utama yang mempengaruhi perhatian seseorang yaitu 'personal' atau 'individual determinants' dan 'stimulus determinants'.

Penelitian ini menggunakan pendekatan kualitatif dan peneliti bertindak sebagai instrumen utama. Analisa data didasarkan atas interpretasi. Makna tersirat dan image iklan diidentifikasi dan dideskripsikan serta dianalisa secara kualitatif dengan cara analisa 'content'.

Subyek penelitian adalah iklan tertulis yang diambil dari berbagai majalah dalam bahasa Inggris: 'The Australian Women's Weekly, Woman's Day, Good Housekeeping, Family Circle, dan Seventeen'. Iklan yang diambil adalah iklan produk meliputi kosmetik, makanan, pakaian dan peralatan makan.

Prosedur analisa data terdiri dari: pengumpulan dan analisa data mempergunakan metode kualitatif dan dengan teori 'Relevance Communication and Cognition', wacana iklan, nilai-nilai kultural dalam iklan, serta teori psikologi tentang perilaku konsumen sehingga peneliti dapat menemukan makna tersirat dan image yang ada dalam teks verba dan verba gambar iklan tulis.

Untuk mengukur validitas penelitian ini, peneliti mempergunakan 'triangulation' yang meliputi 'combined level triangulation' dan 'methodological triangulation', yaitu 'within methods triangulation'.

Dari analisa terbukti bahwa dalam semua iklan yang dianalisa terdapat 'personal' atau 'individual determinants of attention' yaitu 'need/motivation, attitudes', dan 'span of attention'. Terbukti pula bahwa dalam iklan-iklan tersebut terdapat 'stimulus determinants of attention' yang terdiri dari 'size, color, intensity, contrast, position' serta 'isolation'.

Aspek-aspek bentuk persuasif wacana iklan yang ada dalam iklan yang dianalisa meliputi 'deviation, pronoun, polysemy/pun, metonymy, (pictorial) metaphor' dan '(pictorial) simile'. Namun 'parallelism' dan 'cohesive device' tidak ditemukan karena tidak semua wacana iklan dipergunakan bersamaan dalam satu iklan. Pemasang iklan dapat memilih alat yang cocok untuk jenis produk yang mereka iklankan.

Dari sepuluh iklan yang dianalisa, ditemukan bahwa teks verba dan verba gambar iklan dapat menarik perhatian dan diingat konsumen karena dalam semua iklan tersebut terdapat aspek-aspek untuk menarik perhatian dan untuk mengingat. Berdasarkan penemuan termasuk penemuan yang diperoleh dari hasil triangulasi, iklan dapat menarik perhatian pembaca dengan mudah dan mudah diingat karena ukuran iklan itu sendiri yang besar, ukuran teks verba/tulisan yang besar dan gambar yang besar. Selain mempergunakan gambar, untuk membuat pembaca ingat akan iklan yang dibacanya, pemasang iklan juga mempergunakan kata-kata kongkrit, alat mnemonic dan pengulangan kata.

Selain itu, diketemukan pula bahwa dalam semua iklan terdapat makna tersirat dan image melalui penggunaan teks verba dan verba gambar dalam iklan tersebut. Makna tersirat terdiri dari 'explicature' dan 'implicature'. Makna tersirat kadang sukar dicari, terutama bagi orang Indonesia karena latar belakang budaya yang berbeda. Lagipula, pembaca perlu mempunyai pengetahuan tentang pragmatik, khususnya wacana iklan agar dapat mengerti makna tersirat dalam iklan.

Penulis berharap bahwa melalui penelitian ini, mahasiswa Jurusan Bahasa Inggris dapat menyadari bahwa iklan mengandung banyak makna tersirat - 'explicature' dan 'implicature'. Penulis juga berharap bahwa mereka akan mendapat wawasan yang lebih baik mengenai iklan sehingga mereka dapat menginterpretasikan iklan dengan baik.

Diharapkan juga bahwa penelitian ini akan memberi wawasan kepada para pengajar bahasa Inggris dalam hal memilih bahan pelajaran. Mereka dapat mempergunakan iklan sebagai bahan tambahan yang authentic dalam beberapa kelas seperti kelas pragmatics, kelas reading, atau kelas writing – khususnya creative writing dan melatih siswa berpikir kritis.

Dari hasil penemuan penelitian ini, disarankan bahwa penelitian lebih lanjut tentang iklan tulis lainnya seperti dari majalah, koran atau ‘leaflet’ dapat dilakukan untuk mencari bentuk wacana dan proses menarik perhatian secara psikologis yang belum ditemukan dalam penelitian ini karena tidaklah mungkin membuktikan semua aspek-aspek tersebut di atas hanya dalam beberapa iklan. Disarankan pula mengadakan penelitian untuk bentuk – bentuk iklan yang lain seperti leaflets dan brosur yang lebih berfokus pada gambar, warna dan bahasa, terutama tentang metafora gambar, simile gambar dan image.

Penelitian lebih lanjut tentang pragmatics dapat diadakan untuk mencari arti dari iklan tulis. Demikian pula penelitian tentang analisa wacana untuk mencari bentuk - bentuk wacana lain selain yang telah ditemukan dalam iklan tulis di majalah.

Saran lain untuk penelitian selanjutnya adalah penelitian tentang iklan lisan dengan fokus pada suara atau bahasa lisan sehingga diperoleh perbedaan secara terinci antara iklan tulis dan iklan lisan.

Sebagai kesimpulan, iklan tidak selalu memuat atau mendeskripsikan sesuatu dengan benar dan apa yang ditulis dalam iklan tidak selalu bermanfaat bagi konsumen karena iklan hanya menonjolkan segi-segi positif dari produk yang diiklankan dengan memanipulasi teks verba yang dipergunakan. Bahkan teks non-verba dan gambar dalam iklan dibuat untuk menciptakan kesan yang bagus tentang produk yang diiklankan, karena itu pembaca iklan harus berpikir kritis sehingga mereka dapat menemukan baik segi positif maupun negatif dari produk yang diiklankan.

## TABLE OF CONTENTS

Title (1).....	i
Title (2).....	ii
Approval Sheet (1) .....	iii
Approval Sheet (2).....	iv
Acknowledgments .....	v
Abstract (English) .....	vii
Abstract (Indonesian).....	x
Table of Contents.....	xiii
List of Tables.....	xv
 CHAPTER I: INTRODUCTION .....	 1
1.1 Background of the Study.....	1
1.2 Statement of the Problem .....	6
1.3 The Objectives of the Study .....	6
1.4 Significance of the Study.....	6
1.5 Scope and Limitation of the Study.....	9
1.6 Theoretical Framework.....	10
1.7 Assumptions .....	11
1.8 Definition of Key Terms.....	12
1.9 Organization of the Study .....	15
 CHAPTER II: REVIEW OF RELATED LITERATURE.....	 16
2.1 Review of Relevant Previous Studies .....	16
2.2 Review of Related Theories .....	20
2.2.1 Communication Theory .....	20
2.2.2 Pragmatics .....	25
2.2.2.1The Discourse of Advertising .....	28
2.2.2.2 Sperber and Wilson's Theory on Relevance Communication and Cognition.....	58
2.2.2.3 Cultural Values and Advertising.....	71
2.2.3 Psychological Theory on Consumer Behavior.....	73
2.2.3.1 Consumer Decision Making .....	74
2.2.3.2 Psychological Processes .....	76

CHAPTER III: METHODOLOGY OF THE STUDY .....	85
3.1 Research Design .....	85
3.2 The Source of Data and Data .....	89
3.3 The Instrument .....	90
3.4 The Procedures of Data Collection.....	90
3.5 The Procedures of Data Analysis.....	91
3.6 Triangulation .....	95
CHAPTER IV: FINDINGS AND DISCUSSION.....	98
4.1. Findings and Discussion of the Ten Advertisements .....	98
4.1.1 Advertisement 1: Gillette Satin Care Moisture-Rich Shave Gel.....	98
4.1.2 Advertisement 2: F.I.T.S. Sax Altman Wrinkle Resistant	107
4.1.3 Advertisement 3: Finesse Hairsprays and Spritz.....	115
4.1.4 Advertisement 4: Kettle Potato Chips .....	123
4.1.5 Advertisement 5: Tim Tam Biscuits .....	130
4.1.6 Advertisement 6: Hans Lean ‘N’ Tasty Ham .....	136
4.1.7 Advertisement 7: Corelle Dinnerware .....	141
4.1.8 Advertisement 8: Rosken Skin Repair .....	148
4.1.9 Advertisement 9: Folgers Coffee House .....	153
4.1.10 Advertisement 10: Mersey Valley Vintage Club Cheese	159
4.2 Findings and Discussion of the Triangulation .....	172
4.2.1 Native Speakers as Triangulators .....	173
4.2.2 Graduate Students as Triangulators .....	174
CHAPTER V: CONCLUSION .....	190
5.1 Summary and Conclusions .....	190
5.2 Implications of the Findings .....	193
5.2.1 Implications of the Findings for Students of English Department .....	194
5.2.2 Implications of the Findings for English Teachers.....	194
5.3 Suggestions for Further Research.....	195
BIBLIOGRAPHY .....	197
APPENDIX: A Sample of Questionnaire .....	200
BIOGRAPHY OF THE WRITER.....	212

**LIST OF TABLES**

Table 1: Categories of data analysis ..... 94

Table 2: Findings of Advertisement 1:  
    Gillette Satin Care Moisture-Rich Shave Gel ..... 106

Table 3: Findings of Advertisement 2:  
    F.I.T.S. Sax Altman Wrinkle Resistant ..... 114

Table 4: Findings of Advertisement 3: Finesse Hairsprays and Spritz ..... 121

Table 5: Findings of Advertisement 4: Kettle Potato Chips ..... 128

Table 6: Findings of Advertisement 5: Tim Tam Biscuits ..... 134

Table 7: Findings of Advertisement 6: Hans Lean 'N' Tasty Ham ..... 138

Table 8: Findings of Advertisement 7: Corelle Dinnerware ..... 146

Table 9: Findings of Advertisement 8: Rosken Skin Repair ..... 152

Table 10: Findings of Advertisement 9: Folgers Coffee House ..... 158

Table 11: Findings of Advertisement 10:  
    Mersey Valley Vintage Club Cheese ..... 164

Table 12: Findings Based on the Theory Used ..... 165